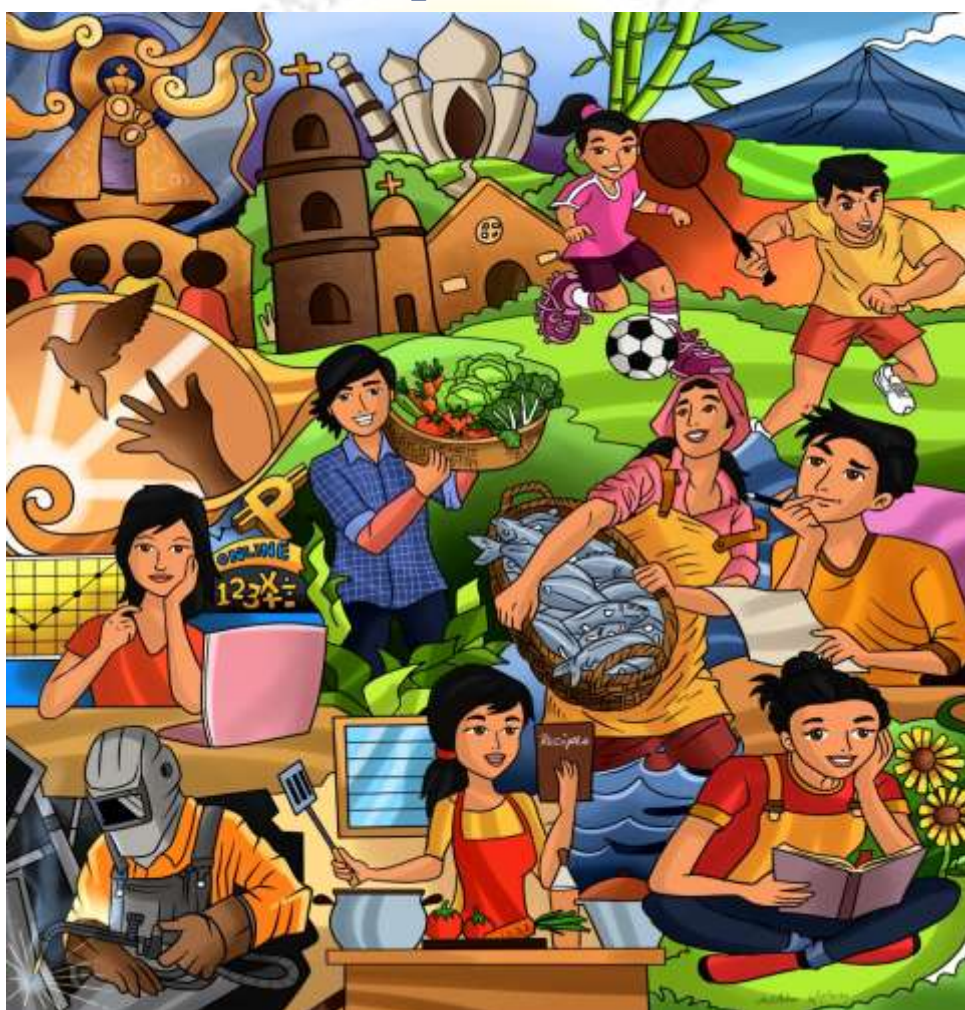


## **Semester 1 – Quarter 2 - Module 9: Principles of Effective Speech Delivery Lesson 5: Raport with Audience**



**Oral Communication in Context – Grade 11**  
**Semester 1 – Quarter 2 - Module 9**  
**LESSON 5: Raport with Audience**

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# Oral Communication in Context

## Lesson 5

### Rapport with audience

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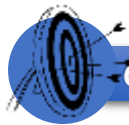
## INTRODUCTION

Ravi Zacharias, a famous public speaker and Christian apologist, often shares this Indian proverb that says that there is no point of giving someone a rose to smell if you have cut off their nose. In public speaking, it means that it is important for you to establish a connection with your audience. Remember that your speech does not belong to you; You may be the source, but your audience is the receiver.

In previous lessons, you learned how to effectively use principles in speech delivery such as articulation, modulation, and establishing stage presence using non-verbal cues such as facial expressions and gestures; This time you will learn another important principle: building rapport with your audience.

Keep in mind that the other principles that you have already learned are all essential elements in building rapport with your audience. Now, are you ready to meet your audience? Let us begin!

Welcome to Module 9 for Oral Communication in Context! Together we will embark on a journey of fun and engaging learning. I know you are excited, so let us get started!



## OBJECTIVES

At the end of this module, you are expected to:

1. Understand the importance of building rapport with your audience.
2. Examine the background and needs of your audience to effectively build a connection.
3. Build rapport with your audience by using principles of effective speech delivery.

Before we proceed, please take note that all your answers to the activities in this module will be encoded/written on your Oral Com (OC) notebook and submitted during the deadline set.



## VOCABULARY LIST

### Activity 1: Fill in the blanks.

**Instructions:** Find the word being defined from the examples given.

1. \_\_\_\_\_ is a harmonious relationship achieved by understanding the person you are communicating with.

Example: "The speaker was able to build an excellent rapport with his audience because he understood their culture and spoke with respect."

2. \_\_\_\_\_ is a group of people that watches and listens at a public event or gathering; a concert, play or meeting.

Example: "She got distracted during her valedictory speech when she saw her crush in the audience."

3. \_\_\_\_\_ is the ability to understand and share someone's feelings: happiness, excitement, and specially their sadness and pain.

Example: "You cannot be angry at her for not telling you what made her cry; She was scared you will only laugh at her. That is why you really need to learn empathy."

4. \_\_\_\_\_ is the ability to understand something; It could be a subject, an idea, a situation, etc.,

Example: "One of the purposes of examinations is to test the level of comprehension of students in specific subject areas."



## PRE-TEST

### Activity 2. MULTIPLE RESPONSE

**Instructions:** Read each question carefully and encircle all possible answers.

1. How can you develop and/or practice empathy?
  - a. By talking less
  - b. By listening more
  - c. By laughing at someone's sadness
  - d. By learning about the person's situation
2. What makes a speech interesting?
  - a. The background music
  - b. The decoration of the stage
  - c. The content of the message
  - d. The personality of the speaker
3. What are the things you need to consider about your audience?
  - a. Names
  - b. Age ranges
  - c. Cultural background
  - d. How knowledgeable they are of the subject of your speech
4. Why is it important to build rapport with your audience?
  - a. It creates trust
  - b. You need their support
  - c. It increases engagement
  - d. They are the receiver of your message



5. What are ways to build rapport with your audience?
  - a. Smiling
  - b. Giving of rules
  - c. Asking them to listen
  - d. Appropriate facial expressions

Good job on the first set of tasks!



## LEARNING AND PROCESS ACTIVITIES

### Activity 3: ASK AWAY!

So far so good! Let us try to give the answers to important questions about this topic.

Here we go!

#### 1. Why is rapport important in speech delivery?

“Rapport is the trust and connection that a speaker creates with his/her audience. If you are asking people to adopt a new way of thinking, an alternate viewpoint or change their behavior then it is crucial to develop trust and connection and rapport.”- *Peter Dhu CSP MBA (International Keynote speaker).*”

Public speaking, such as in the case of speech delivery, shares one common factor with other speech contexts such as interpersonal communication; It both involves talking to a person. You are reminded that you cannot have a meaningful conversation without creating a connection.

#### 2. So, what does it mean to create connections?

Creating a connection is the purpose of building rapport with your audience. It is making sure that your audience will see you as someone they can trust. Trust is the first step to encourage your audience to listen; Attentive ears then gives way to physical and mental engagement.

Physical and mental engagement can be seen in the posture of people in the audience: Are they slouching or constantly standing up? Are they looking elsewhere and not at the speaker?

In addition, when the eyes of the audience are fixed at the speaker and even follows the movement of the speaker, this often indicates interest and comprehension. It is safe to say that you also need to be mindful of the non-verbal cues of your audience.

### 3. Alright, but how do you build rapport?

Glad you asked! Here are 4 simple tips you can use:

a. **Know who your audience are:** You have learned in previous lessons that in writing a speech, you must analyze the group of people you want to directly address. In some cases, you can be given an opportunity to deliver your speech to another group of audience other than the one you wrote your speech for. So, it will not hurt if you do a quick research on your audience's cultural background and sensitivities, educational level, and even on their current understanding of what you are going to talk about in your speech.

b. **Using the power of facial expressions and gestures:** Knowing about who your audience will be gives you knowledge on how to engage them by using appropriate facial expressions and gestures, etc. This can also keep you from doing something that can unnecessarily offend your audience.

c. **Eye Contact:** Look people in the eye one person at a time. Hold their gaze for 5 to 7 seconds, and then look someone else in the eye. (A word of caution: some cultures consider direct eye contact intrusive and rude, so be careful.)

Source: WittCommunications, How to build rapport with your audience, <http://wittcom.com/how-to-build-rapport-with-your-audience/>

d. **Dress appropriately:** Dress a little more formally than your audience to establish your credibility and authority. Dress appropriately for your profession. If you are a lawyer speaking to high school seniors, you do not have to dress down. Look the part. Wear your business attire. On the other hand, if you are a construction worker making a team presentation to the CEO and CFO of a hospital as part of a bid process, no one will expect you to out dress them. Whatever you wear, make sure it is neat and clean.

Source: WittCommunications, How to build rapport with your audience, <http://wittcom.com/how-to-build-rapport-with-your-audience/>

Were your questions answered? Good! If not, do not worry; the next activities will help you find more answers.



#### Activity 4: From an audience's perspective.

**Instructions:** There are two columns below: One is labeled DOs while the other one is DON'Ts. Since you have surely experienced being in the audience at one point of your life, try and remember the things done by speakers that encouraged you to listen; Write these in the DOs column. On the other hand, write down the things that discouraged you to listen in the DON'Ts column.

DOs	DON'Ts
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Done? Good job! You have just written a list of dos and don'ts in building rapport with your audience! Examine each answer and be sure to apply it when you are delivering a speech.



## PRACTICE TASKS

### ACTIVITY 5: BUILD RAPPORT WITH YOUR AUDIENCE

**Instructions:** You will need an audience again for this activity. You can ask at least 2 or more family members or friends to act as your audience. Ask them the following questions and write their answers on the space provided.

1. What kind of speech do you find the most interesting to listen to? Persuasive? Expository? Or Entertaining? Why?

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2. What makes a speaker interesting to you?

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3. What makes a speech boring/ineffective to you?

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Study their answers after you are done collecting it; you can even organize it then add it to your lists of dos and don'ts.

### Activity 6. WOULD YOU LOOK AT THAT!

**Instruction:** Follow the instructions carefully:

1. Encircle the photo that shows a listening/engaged audience.
2. Draw an X over the photo that does not show a listening/engaged audience.
3. Write a description for each photo to justify your answers.



a.



Description:

source: [afcent.af.mil](http://afcent.af.mil), AFCENT Celtic band "wows"

Tamga Villagers, <https://www.afcent.af.mil/News/Photos/igphoto/2000398257/>, VIRIN: 100129-F-9899A-045.JPG

b.



Description:

source: [Amélie Cabon WMFr](https://commons.wikimedia.org/wiki/File:Journ%C3%A9es_Wikimedia_Culture_et_Num%C3%A9rique_2019_MG_47_96.jpg), Français : Journées Wikimedia Culture et Numérique 2019,

[https://commons.wikimedia.org/wiki/File:Journ%C3%A9es\\_Wikimedia\\_Culture\\_et\\_Num%C3%A9rique\\_2019\\_MG\\_47\\_96.jpg](https://commons.wikimedia.org/wiki/File:Journ%C3%A9es_Wikimedia_Culture_et_Num%C3%A9rique_2019_MG_47_96.jpg), [Creative Commons Attribution-Share Alike 4.0 International](https://creativecommons.org/licenses/by-sa/4.0/) license.

You have reached the end of this module.  
You did very well in all the activities found  
here. Answer the remaining activities to  
finally assess what you have learned.  
You can do it!



POST TEST

### ACTIVITY 7. DO YOU REMEMBER

**Instructions:** Let us see how much you have understood the different concepts you have been learning. Give what is being asked in each item. Write your answers on the blank provided.

#### A. Identification:

\_\_\_\_\_ 1. It is the trust and connection that a speaker creates with his/her audience.

\_\_\_\_\_ 2. They are the receiver of your message/speech.

\_\_\_\_\_ 3. The ability to understand something.

**B. Enumeration:**

Give at least 3 tips on how to build rapport with your audience:

1. \_\_\_\_\_.
2. \_\_\_\_\_.
3. \_\_\_\_\_.

Give at least 4 principles in speech delivery:

4. \_\_\_\_\_.
5. \_\_\_\_\_.
6. \_\_\_\_\_.
7. \_\_\_\_\_.

Are you up for some extra challenge?  
Check out your assignment.



**ASSIGNMENT**

**ACTIVITY 8. WORD SEARCH**

**Instructions:** Search and encircle 7 words that you learned from this lesson. The first letters of each one is given to serve as your clue.

1. A \_\_\_\_\_
2. R \_\_\_\_\_
3. E \_\_\_\_\_
4. S \_\_\_\_\_
5. C \_\_\_\_\_
6. T \_\_\_\_\_
7. E \_\_\_\_\_

T	R	O	P	P	A	R	J	C	I	A	L	X	N	X
U	A	S	Z	W	X	V	X	Y	F	T	P	M	D	F
C	O	M	P	R	E	H	E	N	S	I	O	N	A	J
G	A	L	O	J	T	Z	G	U	F	N	L	R	S	H
F	K	D	W	S	F	Y	R	D	W	Y	W	K	Z	G
B	Y	C	M	C	P	T	O	V	B	L	X	C	R	X
L	E	Z	X	W	U	E	Q	C	P	G	M	G	V	M
Q	I	M	C	O	F	V	E	Y	N	W	J	E	D	F
Z	C	L	P	K	L	P	K	C	D	S	H	C	M	U
A	K	N	M	A	O	D	U	N	H	Q	R	N	X	O
M	L	V	F	B	T	A	T	D	A	M	Y	E	H	Z
R	J	B	S	I	G	H	L	E	S	L	N	I	F	G
P	N	Z	Q	N	C	B	Y	B	Q	U	C	D	E	A
A	S	W	R	F	L	Q	E	X	P	F	O	U	X	D
Z	V	T	C	A	T	N	O	C	E	Y	E	A	O	V

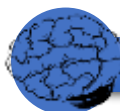
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Congratulations for finishing this lesson! I am sure you will also successfully hurdle the rest. See you in the next! Bye for now!





## ANSWER KEY

This part is for the teacher's eyes only.

### Vocabulary List

1. Rapport
2. Audience
3. Empathy
4. Comprehension

### Pre-Test

ACTIVITY 2. GAUGE YOUR KNOWLEDGE

1. a, b, d
2. c, d
3. b, c, d
4. a, c, d
5. a, d

ACTIVITY 3. ASK AWAY

### Learning Activities

ACTIVITY 4.  
Answers may vary

### Practice Tasks

ACTIVITY 5.  
Answer may vary

ACTIVITY 6.

Circle: a

Description:

Answers may vary

X: b

Description:

Answers may vary

### Post Test

Activity 7

Identification:

1. Rapport

2. Audience

3. Comprehension

Enumeration:

4. Articulation

5. Modulation

6. Stage presence

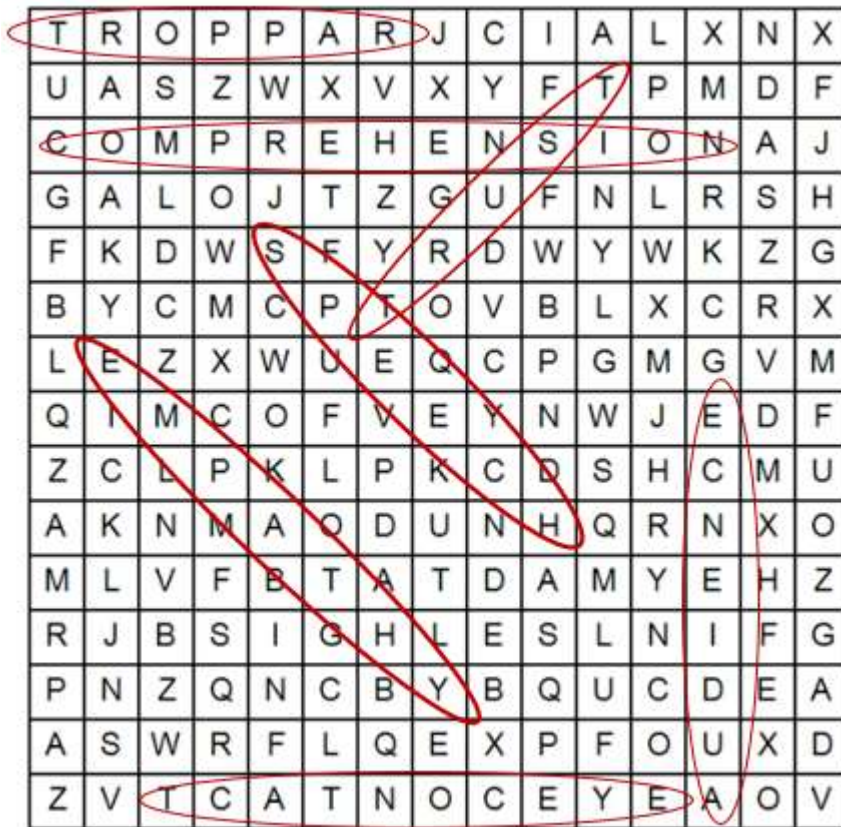
7. Rapport with audience

(other possible answers: Facial Expressions, Gestures, and body movements)

### Assignment: Activity 8

1. Audience
2. Rapport
3. Eye contact
4. Speech
5. Comprehension
6. Trust
7. Empathy

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